

2016 YEAR-END REPORT



CAMPAIGN HIGHLIGHTS

Cumulative Campaign Performance 2010-2016	<p>Television Public Service Announcements (PSAs): 336,417 placements • 3,830,583,725 impressions* • \$156,534,986 in donated ad value</p> <p>Radio PSAs: 130,445 placements • 183,349,000 impressions • \$12,297,851 in donated ad value</p> <p>Print PSAs: 26 placements • 6,902,429 impressions • \$349,172 in donated ad value</p> <p>Out-of-Home (OOH) Display Ads: 721,674,368 impressions • \$6,148,309 in donated ad value</p> <p>Broadcast (Television and Radio) Paid Ads 586,835,200 impressions</p> <p>Digital (Internet) Paid Ads: 7,391,947 clicks to the <i>Inside Knowledge</i> website • 1,224,142,075 impressions</p>
<p>Cumulative Campaign Performance: 6,553,486,797 audience impressions \$175,330,318 donated ad value</p>	
Campaign Performance in 2016	<p>Television Public Service Announcements (PSAs): 60,445 placements • 483,342,575 impressions • \$21,711,910 in donated ad value</p> <p>Radio PSAs: 23,942 placements • 98,902,300 impressions • \$1,853,559 in donated ad value</p> <p>Print PSAs: 9 placements • 836,781 impressions • \$70,611 in donated ad value</p> <p>Out of Home (OOH) Display Ads: 198,225,900 impressions • \$1,474,488 in donated ad value</p> <p>Broadcast (Television and Radio) Paid Ads: 119,528,000 impressions</p> <p>Digital (Internet) Paid Ads: 2,649,652 clicks to the <i>Inside Knowledge</i> website • 200,262,721 impressions</p>
<p>2016 Campaign Performance: 1,101,098,277 audience impressions \$25,110,567 donated ad value</p>	

*Impressions: the number of times an ad is seen or heard.

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CAMPAIGN HIGHLIGHTS

Public Service Announcements	<ul style="list-style-type: none">• Inside Knowledge (IK) distributed and promoted PSAs developed in 2015 in both English and Spanish, featuring:<ul style="list-style-type: none">— Cote de Pablo for <i>Inside Knowledge</i> (TV, radio, print, posters, and digital display ads)— Are You Listening? (TV and digital ads)
Paid Advertising Efforts (Digital Media and Broadcast)	<ul style="list-style-type: none">• Continuous paid efforts in 2016 via Facebook, YouTube, Google SEM, and other awareness month advertisements on a variety of digital platforms generated 2,649,652 clicks to the campaign website and related pages. These visitors to the IK website spent an average of 3.89 minutes on the site.
Web	<ul style="list-style-type: none">• The IK website received 3,890,489 page visits in 2016.• IK launched an online quiz about gynecological cancer in both Spanish and English, generating 13,982 visits, which accounted for 10% of user traffic to the IK website for the first four months it was featured on the site.
Materials Refresh	<ul style="list-style-type: none">• Developed and implemented a new design for many campaign materials for printing and posting on the website.
Research	<ul style="list-style-type: none">• Published research papers in the <i>Journal of Cancer Education</i>, <i>Journal of Women's Health</i>, and <i>Preventive Medicine Reports</i>.
Provider Education	<ul style="list-style-type: none">• Promoted a gynecologic cancer curriculum (continuing education modules) for primary health care providers.
Outreach and Partner Support	<ul style="list-style-type: none">• Developed and distributed a matte (news) release in September in both English and Spanish. The English version was placed in 1,081 outlets, generating a reach of 125,524,385 on desktops and 84,617,008 on mobile devices. The Spanish version was placed in 1,155 outlets, generating a reach of 116,383,067 on desktops and 36,298,359 on mobile devices.• Launched a suite of shareable digital buttons, badges, and graphics on the <i>Inside Knowledge</i> website for partners to share on their own sites and social media channels.• Worked with gynecologic cancer survivors to share their stories on the <i>Inside Knowledge</i> website.• Provided campaign resources and assistance to a variety of individuals, state and local health departments, clinics, organizations, and others.

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INSIDE KNOWLEDGE PERFORMANCE AND ACTIVITIES IN 2016

CDC's *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign is a multiyear, multimedia campaign that raises awareness among women and health care providers about the signs, symptoms, risk factors, and prevention strategies related to the gynecologic cancers. (The five main types of gynecologic cancers are cervical, ovarian, uterine, vaginal, and vulvar.) The campaign conducts extensive research to ensure its messages and materials are evidence-based and effective. *Inside Knowledge* develops and disseminates a wide variety of materials, including fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements.

NEW PUBLIC SERVICE ANNOUNCEMENTS (PSAs) AND POSTERS

CDC distributes and promotes TV, radio, and print PSAs nationwide. Additionally, *Inside Knowledge* places display ads in transit stations, airports, and shopping malls.

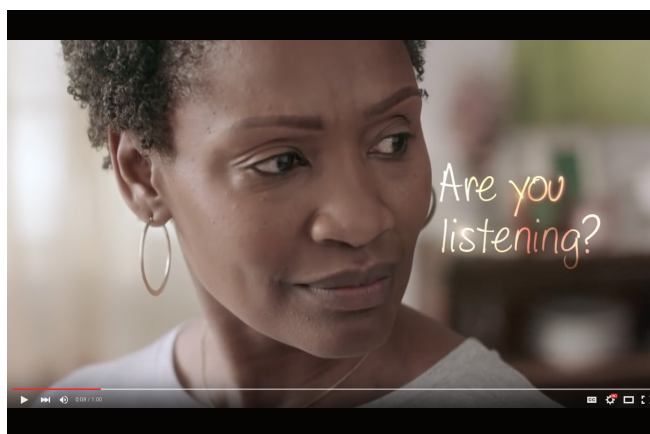
FEATURED PSAS INCLUDE:

[Cote de Pablo for Inside Knowledge](#)

Actress Cote de Pablo is featured in English and Spanish TV, radio, print, and digital PSAs, and in posters and out-of-home (e.g., in transit stations and shopping malls) display ads. Ms. de Pablo talks about her cervical cancer scare and how important it is for women to take control of their health by getting screened appropriately.

[Are You Listening?](#)

English and Spanish TV and radio PSAs called “Are You Listening?” highlight some of the more common gynecologic cancer symptoms and urge women to listen to their bodies and seek timely medical care if they notice unexplained symptoms.



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PAID ADVERTISING EFFORTS (DIGITAL MEDIA AND BROADCAST)

ONGOING DIGITAL DISPLAY AND SEARCH ENGINE MARKETING (SEM)

Throughout 2016, *Inside Knowledge* supported a consistent level of targeted paid outreach via digital display, Facebook, and YouTube ads. Ads were displayed when people in the selected target age, gender, and race categories browsed on certain websites, opened email newsletters, and through YouTube and Facebook feeds. When users clicked on the ads, they were taken to related gynecologic and *Inside Knowledge* web pages. During 2016, the display and Facebook ads generated 306,734 clicks to the campaign website and related pages, with an average click-through rate of 0.17%. YouTube ads generated 1,946,837 views, with an average view-rate of 17.60%.

Additionally, throughout the year, *Inside Knowledge* supported a SEM initiative on Google in English and Spanish. *Inside Knowledge* information and ads were displayed when people searched on Google for gynecological cancers topics. When users clicked on ads, they were taken to related CDC gynecologic and *Inside Knowledge* web pages. During 2016, the SEM paid initiative generated 424,855 clicks to the campaign website and related pages. The click-through rate for the English campaign was 3.39% with a cost per click (CPC) of \$0.81; the Spanish-language campaign saw a click-through rate of 5.59% and a CPC of \$0.26.

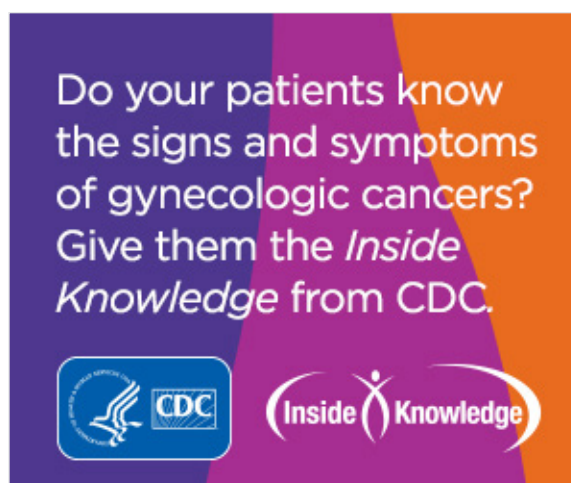
(A click-through rate is the number of clicks per impressions served, expressed as a percentage. Average cost per click on an ad is an important measure of efficiency. The government cost-per-click standard benchmarks for Google SEM range from \$1.10 to \$3.30 per click, and click-through rate standard benchmarks range from 0.55% to 3.10%. This information is provided by Google per their yearly standards.)

AWARENESS MONTH ACTIVITIES

To strengthen audience awareness of the campaign, *Inside Knowledge* supported expanded paid outreach via digital display, YouTube, and Facebook ads during January and September of 2016. The targeting focused on increased outreach in National Cervical Cancer Awareness Month in January and National Gynecologic and Ovarian Cancer Awareness Month in September, to drive women to relevant *Inside Knowledge* web pages for information.

In early September, *Inside Knowledge* campaign ads took over the Health section of *The New York Times* and the Women section of *The Huffington Post*. The campaign placed run-of-site banner ads targeting women ages 30 to 55 that directed women to the *Inside Knowledge* site, resulting in 31,136 clicks.

Additionally, *Inside Knowledge* conducted targeted outreach to health care professionals via the *Journal of the American Medical Association* and *Medscape*. (See Provider Education section below).



Inside Knowledge: Get the Facts About Gynecologic Cancer

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BROADCAST (TELEVISION) ADVERTISING

In May 2016, the *Inside Knowledge* campaign ran a limited ad buy (using the Cote de Pablo TV ads) on three major cable and television networks (CNN, MSNBC, and NBC), reaching more than 119 million viewers.

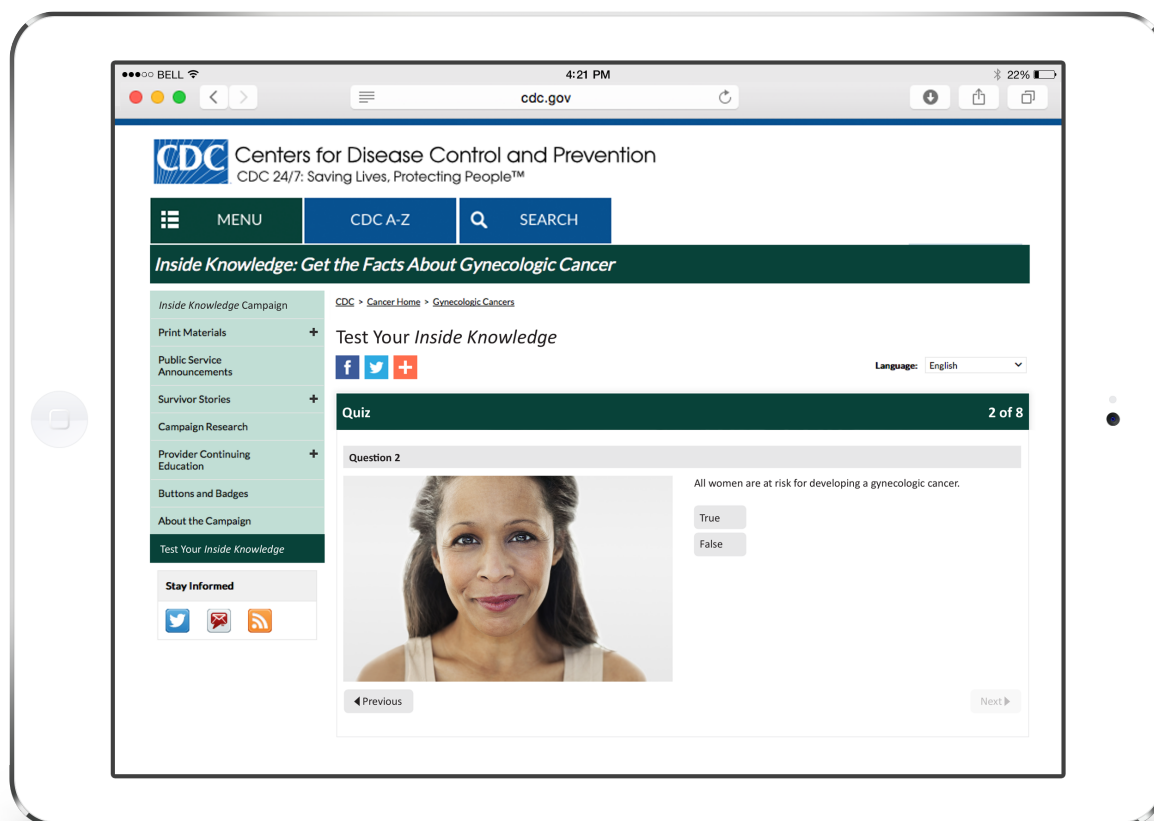
INSIDE KNOWLEDGE CAMPAIGN WEBSITE

WEB PAGES

Across all of CDC's cancer pages, the *Inside Knowledge* and gynecologic cancer pages consistently receive the most visits every month. The pages visited most often throughout 2016 were the [Inside Knowledge](#) home page (502,073 page views) and the [Cervical Cancer Screening page](#) (284,941 page views). The top three file downloads included the Cervical Cancer Screening Guidelines (28,766 downloads), Cervical Cancer Fact Sheet (19,264 downloads), and Symptoms Diary (16,969 downloads) in both English and Spanish, out of a total of 303,092 downloads.

TEST YOUR INSIDE KNOWLEDGE QUIZ

In 2016, *Inside Knowledge* launched an eight-question quiz about gynecological cancer in both English and Spanish on the website. To promote the quiz, banner ads and shareable graphics were used by CDC's main website and social channels. The campaign also bought ad space on other digital platforms to promote the quiz. The results: 13,982 visits, which accounted for 10% of user traffic to the *Inside Knowledge* website for the first four months it was featured on the site.



Inside Knowledge: Get the Facts About Gynecologic Cancer

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MATERIALS REFRESH

In 2016, *Inside Knowledge* designed a refreshed brand for the campaign, with an updated look and feel, and simultaneously updated the content of the campaign materials.

RESEARCH

PUBLICATIONS

The *Inside Knowledge* campaign is supported by a multi-disciplinary research team, which includes epidemiologists, behavioral scientists, health communication researchers, and physicians. Research conducted involved the development and analyses of national surveys of providers (DocStyles) and consumers (HealthStyles) and evaluations of paid media and search engine marketing promotions. Three peer-reviewed articles were published during 2016:

- [Gynecologic cancer information on YouTube: Will women watch advertisements to learn more?](#) Cooper CP, Gelb CA, Chu J. *J Cancer Educ*, 2016 Sep;31(3):602-4.
- Adherence of Primary Care Physicians to Evidence-Based Recommendations to Reduce Ovarian Cancer Mortality. [Stewart SL](#), [Townsend JS](#), [Puckett MC](#), [Rim SH](#). *J Womens Health*. 2016 Mar;25(3):235-41.
- [Intended care seeking for ovarian cancer symptoms among U.S. women](#). Cooper CP, Gelb CA, Trivers KF, Stewart SL. *Prev Med Rep* 2016 Feb;3:234-237.

PROVIDER EDUCATION

To help promote CDC's free [Gynecologic Cancer Curriculum](#) for [Continuing Education](#) (CE and CNE) intended for primary health care providers, the campaign placed ads in e-newsletters from the Journal of the American Medical Association in conjunction with Gynecologic and Ovarian Cancer Awareness Month in September, reaching almost 370,000 providers. In addition, *Inside Knowledge* information on patient resources and the provider Gynecologic Cancer Curriculum were included in a Medscape email to more than 25,000 providers.

ARE YOU LISTENING?

Your body tells you when there may be a problem.

Gynecologic cancers have symptoms. Learn the signs. If you notice something is not quite right and it lasts for two weeks or longer, see your doctor. And if you have vaginal bleeding that's not normal for you, see your doctor right away. It may be nothing, but find out for sure.

Listen to your body. And get the *Inside Knowledge* about gynecologic cancer.

GYNECOLOGIC CANCER SYMPTOMS	Cervical Cancer	Ovarian Cancer	Uterine Cancer	Vaginal Cancer	Vulvar Cancer
Abnormal vaginal bleeding or discharge	●	●	●	●	○
Feeling full too quickly or difficulty eating	○	●	○	○	○
Pelvic pain or pressure	○	●	●	○	○
More frequent or urgent need to urinate and/or constipation	○	●	○	●	○
Bloating	○	●	○	○	○
Abdominal or back pain	○	●	○	○	○
Itching, burning, pain, or tenderness of the vulva	○	○	○	○	●
Changes in vulva color or skin, such as a rash, sores, or warts	○	○	○	○	●

U.S. Department of Health and Human Services
WWW.CDC.GOV/CANCER/KNOWLEDGE 800-CDC-INFO

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OUTREACH AND PARTNER SUPPORT

MATTE NEWS RELEASE ARTICLE

For National Gynecologic Cancer and Ovarian Cancer Awareness Month in September, the *Inside Knowledge* team developed a matte release featuring three gynecologic cancer survivors. Each described how recognizing symptoms and getting appropriate treatment saved her life. The article appeared 1,081 times, including on the websites of the following:

- *The Los Angeles Times* (latimes.com)
- *San Francisco Chronicle* (SFgate.com)
- *Houston Chronicle* (chron.com)
- *Orlando Sentinel* (Orlandosentinel.com)
- *The Baltimore Sun* (Baltimoresun.com)
- *Philadelphia Sunday Sun*

The English-language article received more than 125 million impressions on desktops and 84 million on mobile devices, with a total ad value of approximately \$300,965. The Spanish-language article received more than 116 million impressions on desktops and 36 million on mobile devices, with an ad value of more than \$1 million.

DIGITAL SHAREABLE ASSETS

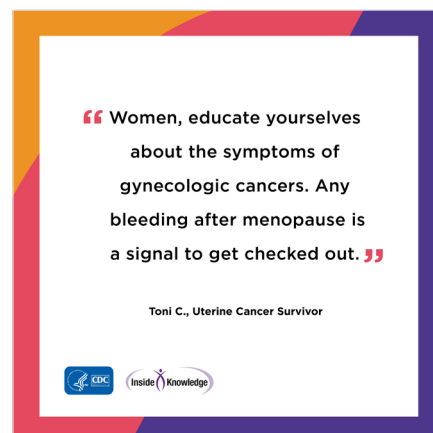
Inside Knowledge developed a range of shareable buttons, badges, and graphics to provide partners with more web and social media content.

SURVIVOR STORIES

The *Inside Knowledge* campaign encourages gynecologic cancer survivors to share their stories. Throughout the year, the campaign team worked with women to develop and post their [first-person accounts](#). These stories were also featured in compelling shareable graphics on social media channels.

MATERIALS REQUESTS

Inside Knowledge offers, upon request, campaign materials (including localization options for state and local health departments), technical assistance, and specially adapted resources. In addition to providing these resources to state and local health departments, the campaign also provides materials to the general public, hospitals, clinics, health systems, insurance companies, and medical practices.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/cancer/knowledge
1-800-CDC-INFO